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TO: Distribution

DATE: December 20, 1995

FROM: Roy Anise

SUBJECT: Brand Share/Share Change on Zip Code Level Using STARS Data

Please see the attached grids and maps indicating OPB share and share change on the zip code level using STARS data. I think it is worth considering if this information has value to determining direct to consumer offers on Merit, B&H and Parliament. Perhaps this approach could be used in tandem with other methodologies for segmenting offers, such as the response and loyalty models we are currently using.

After reviewing, please give me your thoughts.

Distribution: R. Ferrin
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